MITSUBISHI ELECTRIC

HIGH-DEFINITION TELEVISION BASIC OWNER'S GUIDE

MODELS

151 Series
153 Series
249 Series

This manual provides basic connection, setup, and operating instructions. Please visit our website at www. Mitsubishi-TV.com to view or download a detailed owner's guide that fully describes the features of this TV.

- For questions:
  - » Visit our website at www.mitsubishi-tv.com.
  - » E-mail us at MDEAservice@mdea.com.
  - » Call Consumer Relations at 800-332-2119.
- For information on **System Reset**, please see the back cover.
- To order replacement or additional remote controls, visit our website at www.mitsuparts.com or call 800-553-7278.
- 153 and 249 Series. IR emitter cables are available for purchase from Mitsubishi. Request either part number 242D483020 (two-ended cable) or part number 299P254020 (four-ended cable).
- The full Owner's Guide is available electronically at www.Mitsubishi-TV.com/ProductDocuments

6COLOR PROCESSOR

ENERGY STAR

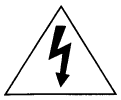
HDMI™ HIGH-DEFINITION MULTIMEDIA INTERFACE

NET Command WITH IR LEARNING

CAUTION

RISK OF ELECTRIC SHOCK
DO NOT OPEN

CAUTION: TO REDUCE THE RISK OF ELECTRIC SHOCK, DO NOT REMOVE COVER (OR BACK). NO USER SERVICEABLE PARTS INSIDE. REFER SERVICING TO QUALIFIED SERVICE PERSONNEL.



The lightning flash with arrowhead symbol within an equilateral triangle is intended to alert the user of the presence of uninsulated "dangerous voltage" within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.

The exclamation point within an equilateral triangle is

intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the product.

MAINS DISCONNECTION: The mains plug is used as the disconnect device. The disconnect device shall remain readily operable.
WARNING: This product shall be connected to a MAINS socket outlet with a protective earthing connection.

If Your TV Gets Damaged

Crystalline liquid may leak from the LCD panel and broken glass may be scattered.

CAUTION: The crystalline liquid is toxic. Avoid contact with your skin, eyes, or mouth. DO NOT touch the broken glass or crystalline liquid. DO NOT get glass fragments or crystalline liquid into eyes or mouth. **Should either contact with your eyes or mouth, rinse the contacted area thoroughly with water and consult your doctor.**

Disposal of Your TV

Hg = MERCURY

The LCD panel contains a small amount of crystalline liquid and the fluorescent tube in the panel contains mercury. Both are toxic and should not be touched.

DO NOT dispose of the TV with general household waste. THE LAMPS INSIDE THIS PRODUCT CONTAIN MERCURY AND MUST BE RECYCLED OR DISPOSED OF ACCORDING TO LOCAL, STATE, AND FEDERAL LAWS. For disposal or recycling information, contact your local authorities or the Electronic Industries Alliance at www.eiae.org.

WARNING: To reduce the risk of fire or electric shock, do not expose this apparatus to rain or moisture.

WARNING: This product contains chemicals known to the State of California to cause cancer and/or birth defects or other reproductive harm.

ENERGY STAR® Compliance Changing the video settings from their initial values could cause the TV to exeed ENERGY STAR® specifications.

FCC Declaration of Conformity

Product:	LCD Flat Panel HDTV
Models:	LT-40151, LT-46151, LT-52151 LT-40153, LT-46153, LT-52153 LT-46249, LT-52249
Responsible Party:	Mitsubishi Digital Electronics America, Inc. 9351 Jeronimo Road Irvine, CA 92618-1904
Telephone:	(800) 332-2119

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

(1) This device may not cause harmful interference, and

(2) This device must accept any interference received, including interference that may cause undesired operation.

Note: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and the receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

Changes or modifications not expressly approved by Mitsubishi could cause harmful interference and would void the user's authority to operate this equipment.

TV WEIGHT: This TV is heavy! Exercise extreme care when lifting or moving it. Lift or move the TV with a minimum of two adults. To prevent damage to the TV, avoid jarring or moving it while it is turned on. Always power off your TV, unplug the power cord, and disconnect all cables before moving it.

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For Your Records

Record the following information for reference when requesting assistance with the TV. The model and serial numbers are on the back of the TV.

MODEL NUMBER _____
SERIAL NUMBER _____
PURCHASE DATE _____
RETAILER NAME _____
LOCATION _____

TV Cleaning

Before cleaning, turn TV off and unplug.

General Cleaning Precautions

- DO NOT allow liquid to enter the TV through the ventilation slots or any crevice.
- DO NOT use any strong or abrasive cleaners, as these can scratch the surfaces.
- DO NOT use any cleaners containing ammonia, bleach, alcohol, benzene, or thinners, as these can dull the surfaces.
- DO NOT spray liquids or cleaners directly on the TV's surfaces.
- DO NOT scrub or rub the TV harshly. Wipe it gently.

Top and Sides of the TV

- Use a vacuum cleaner with a brush attachment to clean dust build-up from the air-intake grilles on the back and sides of the TV.
- Gently wipe down your TV with a soft, non-abrasive cloth such as cotton flannel, lightly moistened. Dry with a second dry, soft, non-abrasive cloth.
- For oily dirt, add a few drops of mild liquid detergent, such as dishwashing detergent, to the water used to moisten the cloth. Rinse with a second cloth moistened only with water. Dry with a third dry, soft, non-abrasive cloth.
- **Glossy Surfaces:** Take special care when cleaning the TV's glossy surfaces.
  - » Always shake or brush the cleaning cloth first to remove any dirt particles.
  - » Wipe the glossy areas gently, without applying pressure.
  - » If necessary, lightly dampen the cloth with water. Use no chemical or abrasive cleaners.

LCD Screen Cleaning

IMPORTANT

DO NOT apply any type of liquid to the surface of the LCD screen.

- **Use only a soft, dry cloth to w**ipe the screen gently with an up and down motion.
- Clean the entire screen evenly, not just small sections.

Important Safety Instructions

Please read the following safeguards for your TV and retain for future reference. Always follow all warnings and instructions marked on the television.

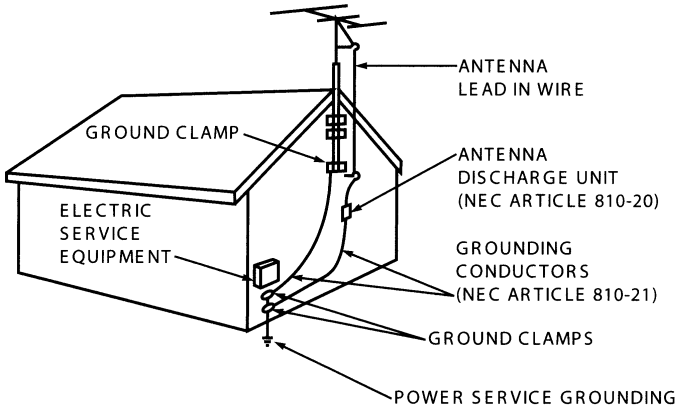
1) Read these instructions.
2) Keep these instructions.
3) Heed all warnings.
4) Follow all instructions.
5) Do not use this apparatus near water.
6) Clean only with dry cloth.
7) Do not block any ventilation openings. Install in accordance with the manufacturer's instructions.
8) Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.
9) Do not defeat the safety purpose of the polarized or grounding-type plug. A polarized plug has two blades with one wider than the other. A grounding type plug has two blades and a third grounding prong. The wide blade or the third prong are provided for your safety. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete outlet.
10) Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.
11) Only use attachments/accessories specified by the manufacturer.
12) Use only with the cart, stand, tripod, bracket, or table specified by the manufacturer, or sold with the apparatus. When a cart is used, use caution when moving the cart/apparatus combination to avoid injury from tip-over.

13) Unplug this apparatus during lightning storms or when unused for long periods of time.
14) Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way, such as power-supply cord or plug is damaged, liquid has been spilled or objects have fallen into the apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.

Outdoor Antenna Grounding

If an outside antenna or cable system is connected to the TV, be sure the antenna or cable system is grounded so as to provide some protection against voltage surges and built-up static charges.

EXAMPLE OF ANTENNA GROUNDING


ANTENNA LEAD IN WIRE
GROUND CLAMP
ANTENNA DISCHARGE UNIT (NEC ARTICLE 810-20)
ELECTRIC SERVICE EQUIPMENT
GROUNDING CONDUCTORS (NEC ARTICLE 810-21)
GROUND CLAMPS
POWER SERVICE GROUNDING ELECTRODE SYSTEM (NEC ART 250, PART H)

NEC — NATIONAL ELECTRICAL CODE

Choose a Location for your TV.

- Allow at least four inches of space on all sides of the TV to help prevent overheating. Overheating may cause premature failure of the TV as well as shortened lamp life.
- Avoid locations where light may reflect off the screen.

Replacement Parts

When replacement parts are required, be sure the service technician has used replacement parts specified by the manufacturer or have the same characteristics as the original part. Unauthorized substitutions may result in fire, electric shock or other hazards.

Installation Notes

Wall Mount Requirements

For wall-mounting, see "Stand Installation," p. 5.

Use with other than the authorized accessories may cause the TV to become unstable, which can cause damage to the product or possible injury.

Custom cabinet installation must allow for proper air circulation around the television.

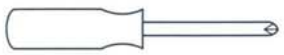
NOTE TO CATV SYSTEM INSTALLER: ARTICLE 820-40 OF THE NEC THAT PROVIDES GUIDELINES FOR THE PROPER GROUNDING AND, IN PARTICULAR, SPECIFIES THAT THE CABLE GROUND SHALL BE CONNECTED TO THE GROUNDING SYSTEM OF THE BUILDING, AS CLOSE TO THE POINT OF CABLE ENTRY AS PRACTICAL.

Stand Installation

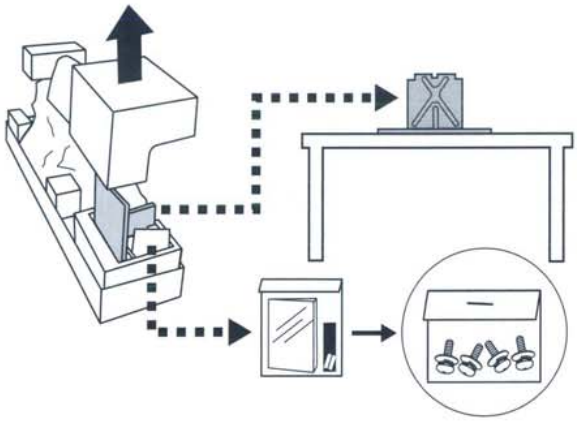
CAUTION

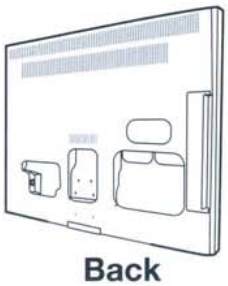
At least TWO (2) PEOPLE are needed to safely install the stand. Two people should grab the marked areas of the TV to avoid hands being jammed between the TV and the stand. Failure to follow these recommendations may result in personal injury and damage to the product.

Required:
Phillips Screwdriver



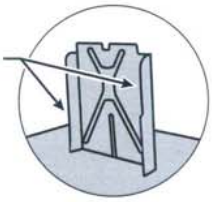
1





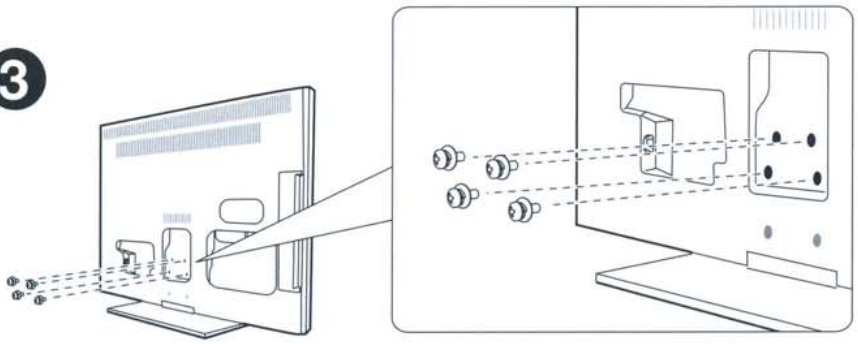
Back

Extension pieces on back of stand



2

3



CAUTION: Using this TV with other than the authorized accessories may cause the TV to become unstable, which can cause damage to the product or possible injury.

Wall Mounting Kit

(purchased separately)

To order a Wall Mounting Kit, please contact Peerless Indutries, Inc. at (800) 473-3753 or visit www.peerlessmounts.com. Use wall mounting kit Model ST650.

Note: Complete instructions are included with the kit.

To order a Wall Mounting Kit from Mitsubishi Digital Electronics America, Inc., please visit www.mitsuparts.com or call (800) 553-7278.

Remote Control

ACTIVITY Select a TV input to watch

GUIDE Displays ChannelView listings

MENU Displays the TV main menu

INFO Displays TV status and help

BACK Steps back one menu

VCR CABL/SAT TV DVD AUDIO
Control mode indicator for device types that can be controlled. Use side button to change the mode.

⏻ Powers TV on or off

Side button changes the control mode

VOLUME UP

MUTE

VOLUME DOWN

CHANNEL UP

LAST Returns to the previously tuned channel

CHANNEL DOWN

Record/Playback controls for external devices

(PAUSE) Freezes a broadcast TV picture

PAGE UP

ENTER Selects a channel number or menu item

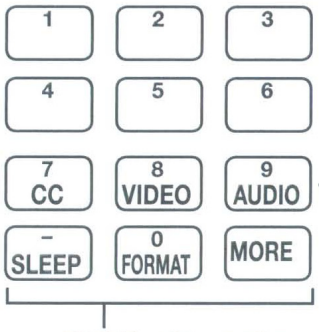
▲▼◀ ▶ Navigation keys

PAGE DOWN

Number/letter keys for channel tuning and naming channels

CANCEL Adds a separator in digital channel numbers. Clears some menu entries.

MORE Accesses additional functions for the number keys in the ***MORE*** menu



Closed captions
Video adjustments
Audio adjustments

SLEEP Sleep Timer turns TV off after a length of time

FORMAT Picture shape (aspect ratio)

MORE Clears the ***MORE*** menu

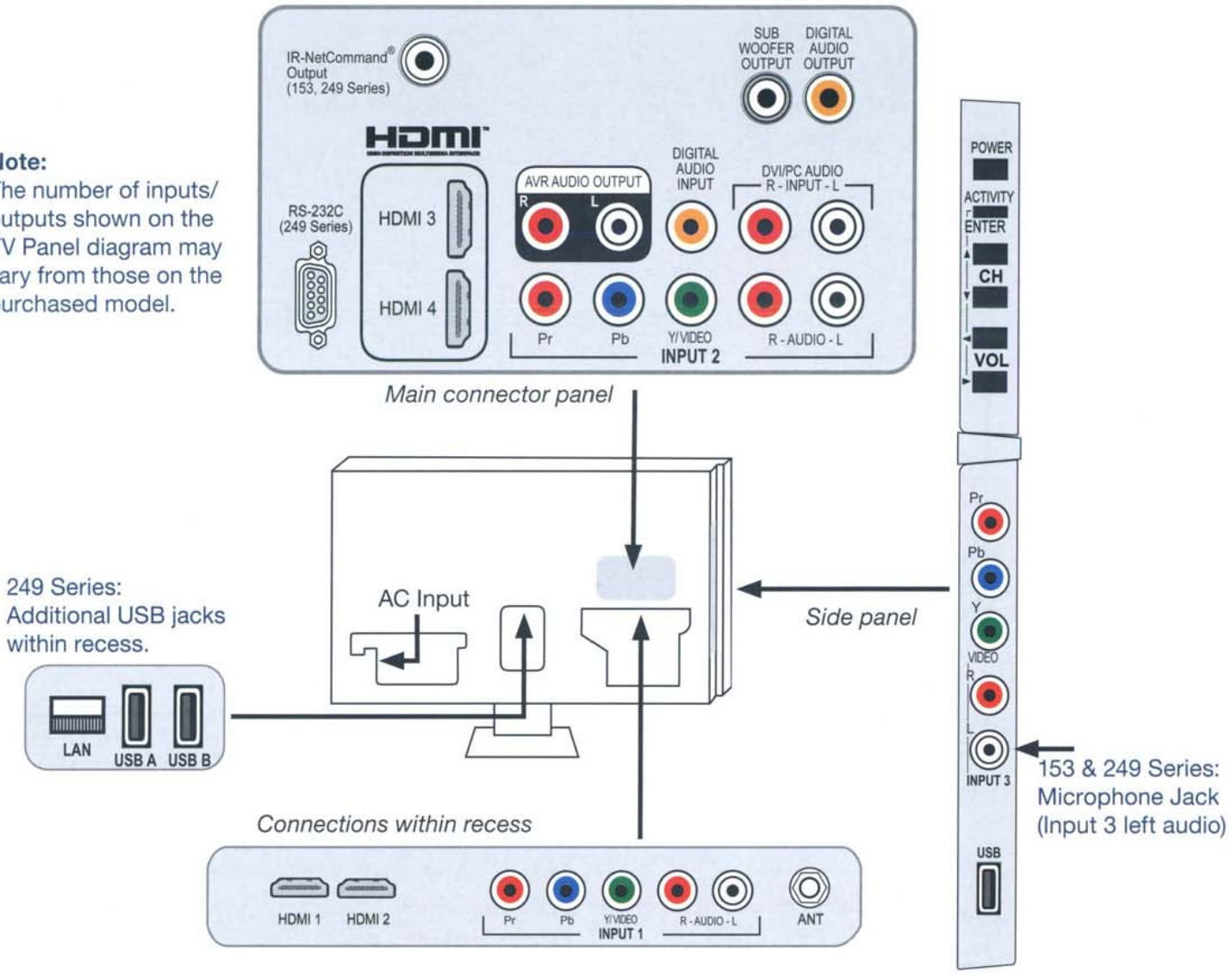
If You Power Off the TV by Mistake

1. Press **POWER** again within about 60 seconds, to have the TV come back on immediately.
2. If the status indicator starts fast green blinking (about 60 seconds after you shut off power), wait a few moments for the status indicator to stop blinking and press power to turn the TV on again.

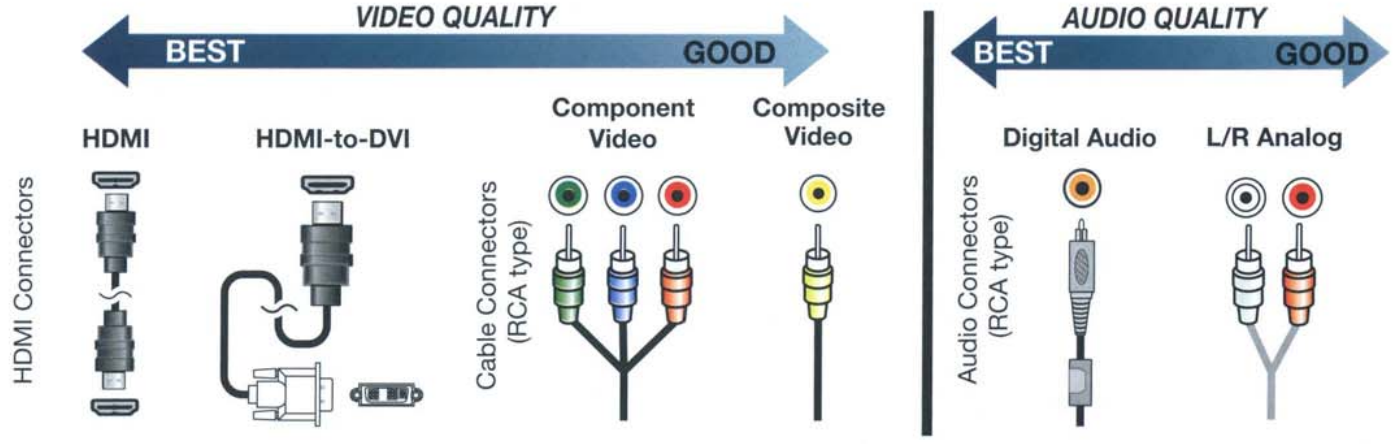
Features and specifications described in this owner's guide are subject to change without notice.

TV Connector Panel Diagrams

Note:
The number of inputs/ outputs shown on the TV Panel diagram may vary from those on the purchased model.



Connector Performance

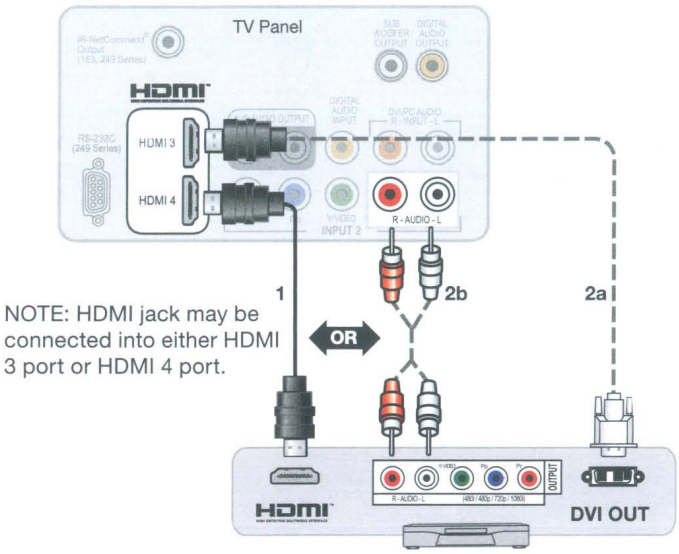


Connecting Devices

Connecting with HDMI or DVI

Required:

1. HDMI-to-HDMI cable ***OR***
2. a. DVI-to-HDMI cable ***AND***
   b. Left/Right Analog Audio cable

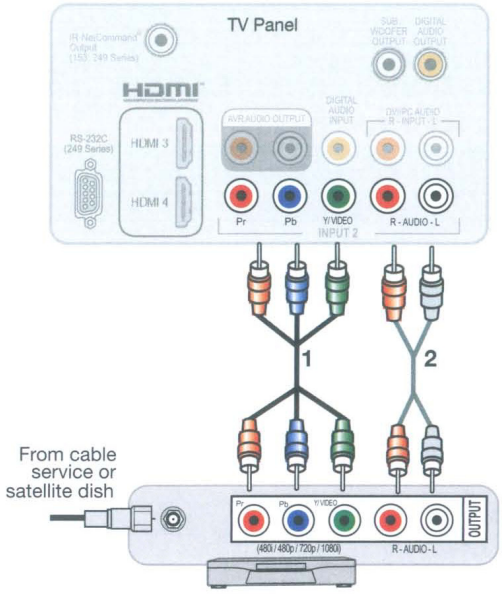


NOTE: HDMI jack may be connected into either HDMI 3 port or HDMI 4 port.

Connecting with Component Video

Required:

1. Component video cables
2. Left/Right Analog Audio cable.

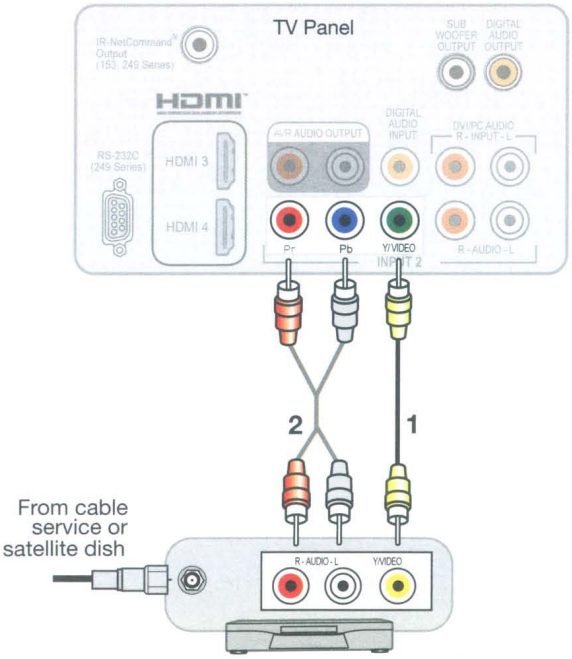


Connecting with Composite Video

VCR or other device with composite video output

Required:

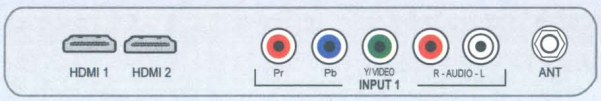
1. Composite video cable
2. Left/Right Analog Audio cable



Input 1 is available under the recessed area in the back.

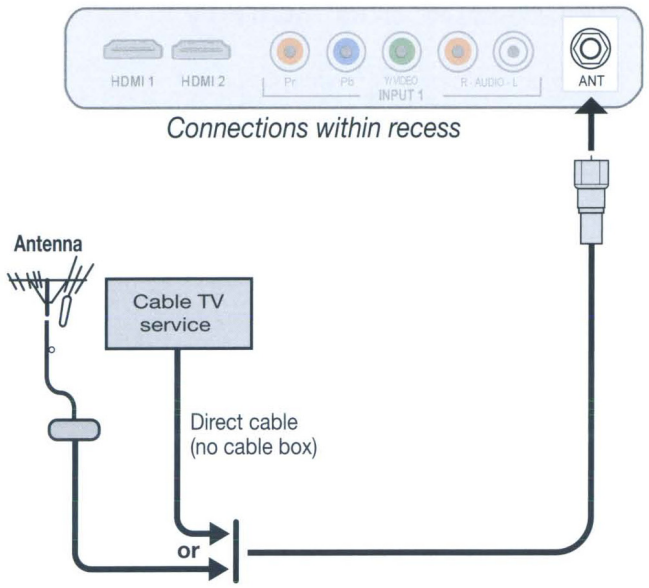
It is designed to provide an installation friendly location for better cable management, especially if a wall mount is used.

Even though the illustration uses Input 2, consider connecting the devices to Input 1 before Input 2.



Input 1 within recess

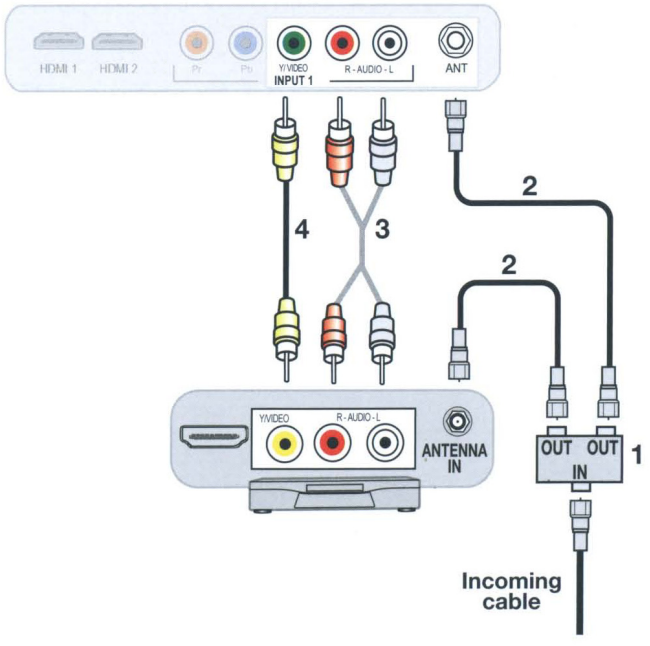
Connecting Antenna or Cable without a Box



Mitsubishi recommends using coaxial antenna cable instead of flat twin lead antenna wires for better performance.

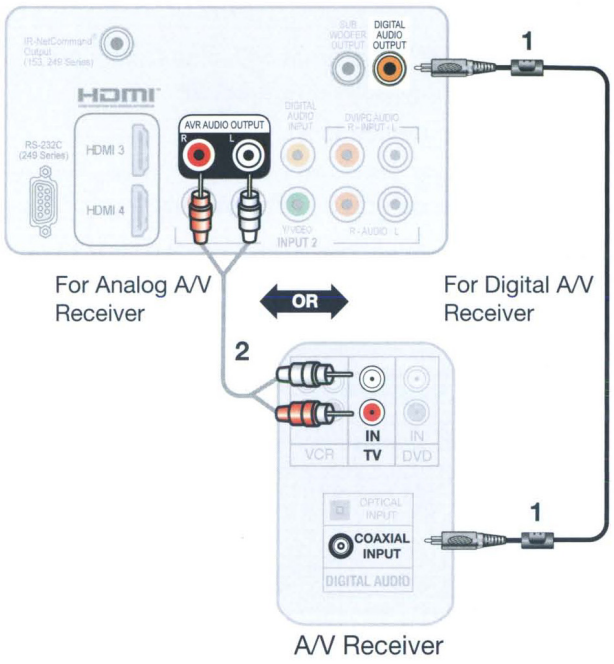
Recording to a Device from Antenna or Cable without a Box

Required:
1. Two-way RF splitter
2. Two coaxial cables
3. Right and left analog audio cables
4. Composite video cable



Connecting A/V Receiver for Audio

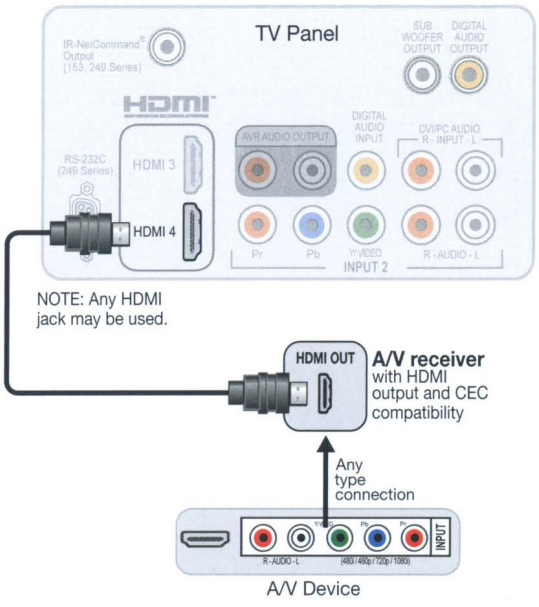
Required:
1. Digital coaxial audio cable ***OR***
2. Analog stereo audio cables



Note: If the audio is missing from the digital audio connection, it might be due to the copy-protected signal. Use the analog audio connection.

Connecting A/V Receiver with HDMI for Audio and Video Switching

Required: HDMI-to-HDMI cable



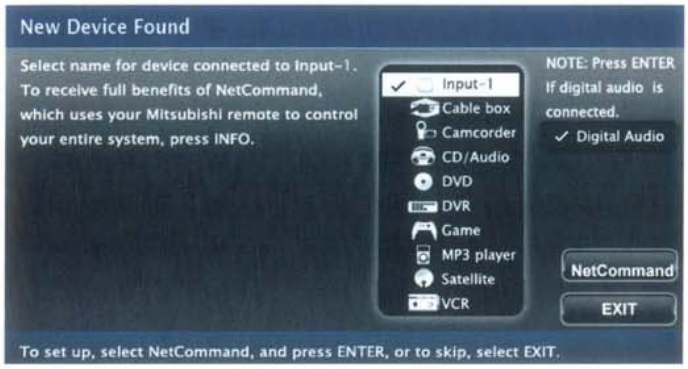
Note: For the Antenna or devices connected directly to the TV, the audio output connection is required to hear through the A/V receiver. Otherwise audio is available through the TV speaker.

Device Setup and Control

Auto Device Discovery Feature

TV's Easy Connect™ Automatic Device Discovery detects most connections automatically.

1. Connect your device to the TV.
2. TV displays the 'New Device Found' menu when the connection is detected automatically.



3. To ensure best detection, power on HDMI devices before connection.
4. Specify the Device Type from the menu.
   a. For DVD or GAME, additional menu pops up.
   b. The Activity menu is customized based on the device type. Refer to next section for details.

Device Type and Activity

Activity / Device Type	Watch TV	Watch Movie	View Photos	Play Game	Listen Music
AV Receiver	X				X
Blu-Ray		X	X		X
Cable Box	X				
Camcorder		X			
CD/Audio					X
DVD		X			X
DVD2		X			X
DVR	X				
Game				X	
MP3 Player		X			X
PC	X	X	X	X	X
PS		X	X	X	
Satellite	X				
VCR		X			
Wii		X		X	
Xbox		X		X	
USB			X		X

To modify the default activity setting, use the Activity sub-menu in the Inputs menu. Refer to TV Menus section for further detail.

Selecting a TV Input

1. Press ACTIVITY key.

The blue rectangle indicates the current source while navigating to other devices. If no device is connected, the only Activity available is "Watch TV."

2. Press ▲▼ and ◀ ▶ to highlight a source.
3. Press ENTER key to switch to the TV input.

TV Channel Setup

Memorizing Channels

Use the Scan option in the Channel Management menu to locate and memorize all of the local channels from an antenna or from direct cable service (no cable box).

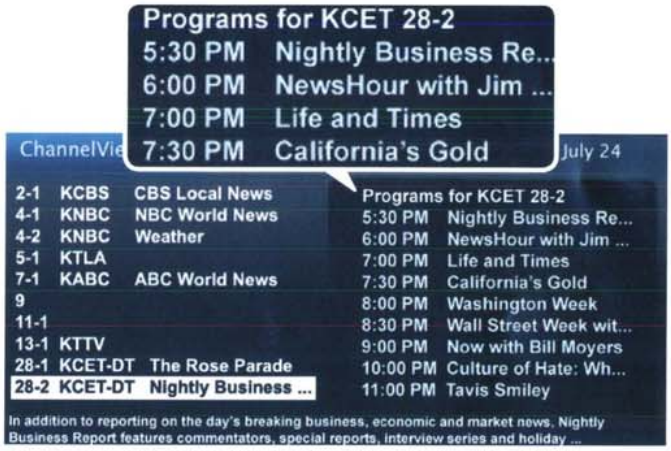
1. Press (MENU) key to display menu.
2. Press ▲▼ and ◄ ► to open the ***Channel*** menu.

3. Select ***Ant Air*** if connected to an over-the-air antenna. Select ***Ant Cable*** for direct cable.
4. Highlight Scan and press (ENTER). Wait for the completion message before continuing.
5. To stop Channel Memorization, press (CANCEL) key.

Customize the Channel List using Edit Function. Channels may be added or deleted from the memory.

ChannelView™ Channel Listings

ChannelView™ shows memorized channels on the **ANT** input. It displays channel names and program information for digital channels as sent by broadcasters or your local cable service provider (information may be incomplete). No program information is displayed for analog channels.


Programs for KCET 28-2
5:30 PM Nightly Business Re...
6:00 PM NewsHour with Jim ...
7:00 PM Life and Times
7:30 PM California's Gold
July 24
2-1 KCBS CBS Local News
4-1 KNBC NBC World News
4-2 KNBC Weather
5-1 KTLA
7-1 KABC ABC World News
9
11-1
13-1 KTTV
28-1 KCET-DT The Rose Parade
28-2 KCET-DT Nightly Business ...
Programs for KCET 28-2
5:30 PM Nightly Business Re...
6:00 PM NewsHour with Jim ...
7:00 PM Life and Times
7:30 PM California's Gold
8:00 PM Washington Week
8:30 PM Wall Street Week wit...
9:00 PM Now with Bill Moyers
10:00 PM Culture of Hate: Wh...
11:00 PM Tavis Smiley
In addition to reporting on the day's breaking business, economic and market news, Nightly Business Report features commentators, special reports, interview series and holiday ...

ChannelView. Programs for the tuned channel are listed on the right side of screen.

Note: You must set the TV Clock to receive ChannelView listings.

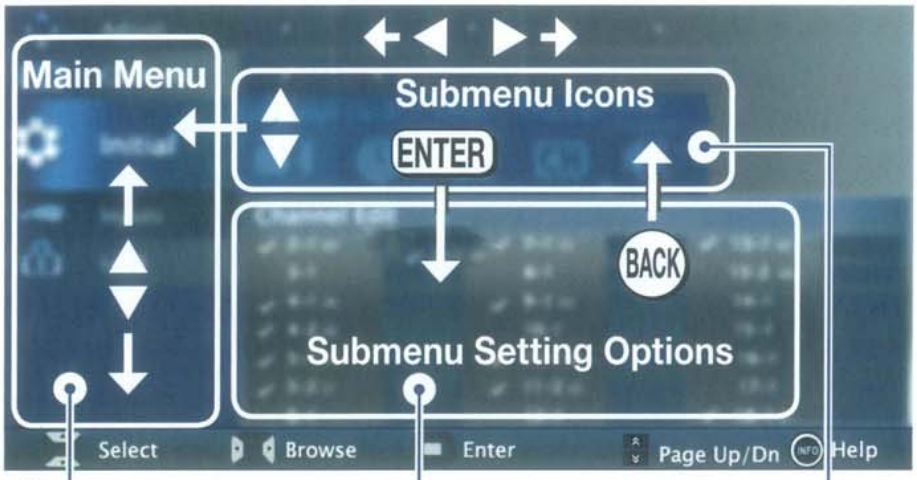
Using ChannelView™

Feature	Instructions
Receive updates for a digital channel.	Tune to the channel.
See ChannelView listings from the **ANT** input.	**GUIDE**
Close ChannelView	**GUIDE**
Scan channels one by one.	Hold ▲ or ▼
Scan channels quickly.	Hold **PAGE UP/PAGE DN**
Jump to listings for a specific channel.	1. Enter the channel number. 2. Press **ENTER**.
See more of the program description for the current channel (if available).	**INFO**
Tune to the highlighted channel.	**ENTER**

TV Menus

Menu Navigation

MENU	Displays or clears the main menu
BACK	• Moves up one menu level • Clears the current menu
ENTER	• Navigation into Submenu Setting Options • Selects an item
▲▼	Move the highlight within menus
▶	Make adjustments in some menus



Key guide

Submenu Setting Options are described in the following section.

TV Menu Features	Main Menu	Submenu Icons
Picture and Sound Settings	Adjust	Picture, Audio, Reset, Global, Picture+
Closed-Caption Settings	Captions	Services, Effects
Setup of TV Features	Initial	Language, Clock, Timer, Channel, Sound Projector
Input Management	Inputs	Name, Learn, AVR, HDMI Control, Activity
Controlling TV Usage	Lock	Parental, Time, Panel, Other

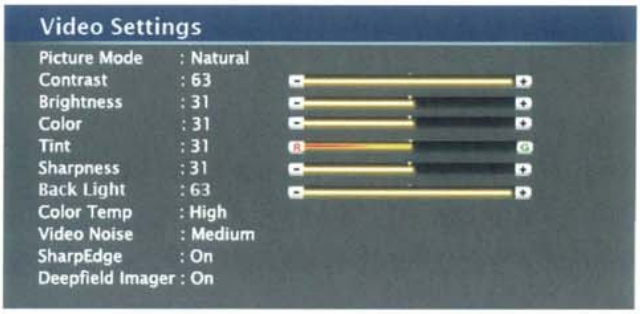
Operation	TV Response
▲▼	• Control moves through the Main menu • Submenu icons are displayed
▶	Control moves to Submenu Icon

Operation	TV Response
◀ ▶	• Control moves through Submenu Icons in the row • Submenu Setting Options are displayed
▲▼	Control moves to Main Menu
ENTER	Control moves to Submenu Setting Options

Adjust

Picture and Sound Settings

Picture

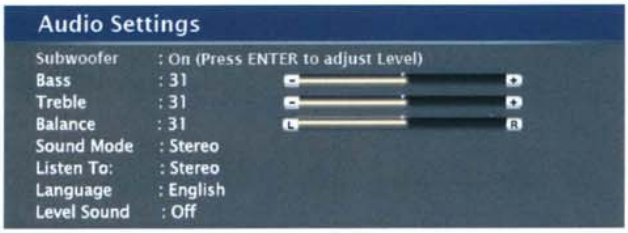


- Assign names to TV inputs before making video adjustments (New Device Found or Inputs > Name menu).
- Adjustments will be reset to the defaults if you name or rename inputs afterwards.
- Set the Picture Mode first before changing other video settings, as some settings are stored independently for each Picture Mode.

Picture Mode	Use Picture Mode to get the best image under different viewing conditions. Options are: Brilliant: Bright light. Unavailable for the Game or PC inputs. Bright: Daytime viewing Natural: Night time viewing Game: Available for Game or PC input only
Contrast	Adjusts the white-to-black level. • Low contrast shows a variety of shades in darker images. • High contrast shows darker images more uniformly black and makes colors appear more vibrant. • High contrast is good for brightly lit environments. • Medium contrast is good for the most home lighting situations.
Brightness	Adjusts overall picture brightness.
Color	Adjusts overall color intensity from no color to fully saturated.
Tint	Adjusts the red-to-green ratio.
Sharpness	Adjusts picture detail and clarity.
Back Light	Adjusts brightness of the backlight. Changing this setting from the initial value could cause the TV to exeed the ENERGY STAR® specifications.
Color Temp	Adjusts the white balance. Settings are stored independently for each Picture Mode. **High** Gives white images a cool cast. May provide the most realistic picture under bright lighting. **Low** Gives white images a warm cast. Natural/Color Temp at the low setting displays video at approximately the 6500K industry standard for NTSC pictures.
Video Noise	Reduces minor noise (graininess) in the picture. Saved by input. This adjustment is not available if the current input is named PC or Game. **High** Option for poor-quality signals. **Medium** Option for moderate noise reduction. **Low** Option for good-quality signals. **Off** Use Off to leave the picture unaltered.
Sharp Edge	Add special edge enhancements to make image appear sharper.
DeepField Imager	Enhance black levels in portions of the screen to provide strong contrast. (153 and 249 Series only) **On, Off** **Demo** For comparison, displays a split picture to show On (right side) and Off (left side).

Adjust continued

Audio



Subwoofer option is available if a subwoofer connection has been identified on the **SUBWOOFER OUTPUT** *jack.*

Subwoofer Off, On:
Use **Off** to turn off audio to a connected subwoofer or to reset the **AVR AUDIO OUTPUT** jack.

Level Adjustment:
To adjust the subwoofer volume level, highlight **Subwoofer** and press **ENTER** to display an adjustment slider.

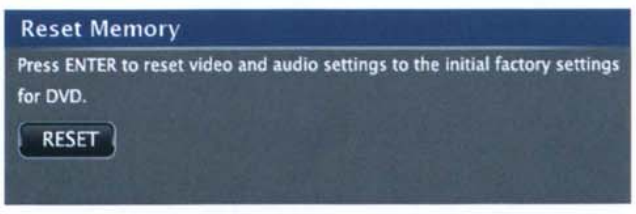
Speaker option is available if a subwoofer connection has not been detected.

If an A/V receiver or headphone connection has been detected, available options are:

TV:	Turns on the internal TV speakers.
A/V Receiver:	Audio available from an A/V Receiver. (Headphone option not available.)
Headphones:	• Audio available from headphones. • Connect to **AVR AUDIO OUTPUT** jack.

Sound Mode	**Stereo:**	No special audio effects from the TV speakers.
	Surround:	Modifies audio from the TV speakers.
	Music	153 and 249 series • The left and right sound beams are output directly toward the listening position. • The Balance setting is unavailable, defaults to center
	Night	153 and 249 series • Focuses all 16 speakers to the center channel to allow sound to focus only at one point, thus ensuring quiet outside the room. • A range of 35 degrees from center in both directions is supported. • Subwoofer is muted if present. • The Balance setting is unavailable, defaults to center • Press the **ENTER** key to display a slider, default center (relative center), to move the focused sound to a specific seated location.
Listen To	Available for analog channels from **ANT** only.	
	Mono:	Reduces background noise.
	Stereo:	The TV plays stereo in stereo and mono broadcsts in mono.
	SAP (Second Audio Program):	Selects an additional sound track not audible during normal TV viewing.
Language	Selects the current language for a digital program from **ANT.**	
Level Sound	**On, Off:**	Reduces differences in sound volume between programming segments, such as between regular broadcast programs and commercials.

Reset



Resets audio and picture adjustments for the current input. Highlight the **Reset** icon and press **ENTER.**

Adjust continued

Global

Video Mute	Displays a solid-colored background when there is no video signal.
Screensaver	Displays a random pattern while playing an audio-only device named **CD/Audio** or **MP3 Player**.
Film Mode	**480i and 1080i signals only.** In **Auto**, the TV applies film-decoding correction to movies filmed at 24 frames per second.
Smooth 120Hz	Reduces motion blur in action scenes.
Blue Glow	Select **On** to see blue accent lighting. (249 Series only)
Test Picture	Displays a test picture for use by TV servicers.

Picture+

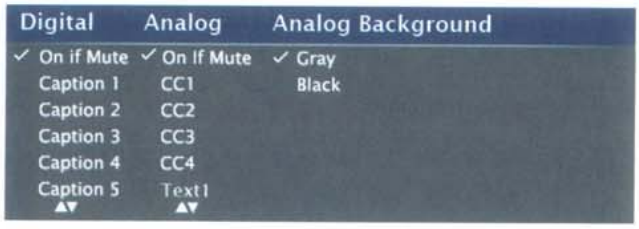
A press of **ENTER** on PerfectColor icon displays PerfecTint menu if supported.

PerfectColor	Sliders adjust the saturation (intensity) of six colors for the current input.
PerfecTint	Sliders adjust six hues for the current input (some models). To switch between PerfectColor™ and PerfecTint™ adjustments, highlight **Adjust** and press ◀ ▶. (249 Series only)
Advanced Picture	Technical picture adjustments for use by a professional installer.

Captions

Closed-Caption Settings

Services



- Provides choices and separate on/off controls for digital and analog captions.
- Selects background color for analog captions.

Effects

Selects settings for the appearance of digital closed captions.

Initial

Setup of TV Features

Language

Choose either English or Spanish for TV menus.

Clock

- Use this menu to set the TV clock.
- Choose the **DST** (Daylight Savings Time) setting for your area.

Timer

- Use this menu to set a day and time for the TV to power on automatically.
- Select the input and channel to be used at Power-On.

Channel

Channel Scan searches for channels and adds them to memory.

- Choose if connected to an antenna or direct cable.
- Press ◀ ▶ to **Scan** and press **ENTER**.

Adding/Deleting Channels

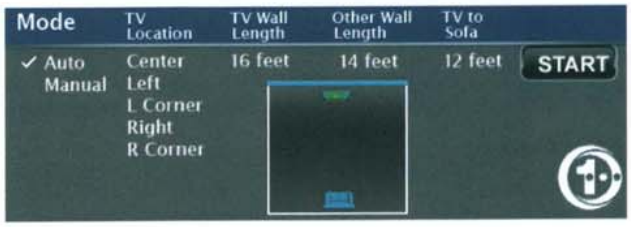
- Check mark indicates memorized channels.
- Select and press **ENTER** to add / delete the channel from the memory.

Energy

Options for power consumption while the TV is powered off.

- **Standard** keeps the TV in compliance with ENERGY STAR® efficiency standards while powered off.
- The **Fast Power On** setting lets the TV power up quickly. The TV draws power while in the off state in excess of ENERGY STAR efficiency standards for a powered-down device.

Sound Projector



The TV's bank of 16 speakers can be adjusted to create a surround sound effect.

Mode option is available for 153 and 249 Series only.

Auto:

- Use only if Microphone is connected to the left audio jack of the side panel (input 3).
- The audio jack is not automatically detected.
- Press START to begin automatic calculation.

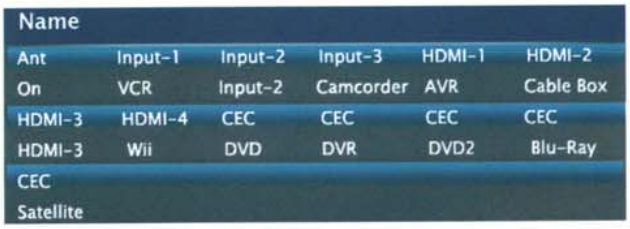
Manual:

- Custom button is displayed instead of START.
- Specify all items before pressing Custom button.
- Use the Custom option to fine tune per your unique room layout. (See page 19).

Inputs

Input Management

Name


Name
Ant Input-1 Input-2 Input-3 HDMI-1 HDMI-2
On VCR Input-2 Camcorder AVR Cable Box
HDMI-3 HDMI-4 CEC CEC CEC CEC
HDMI-3 Wii DVD DVR DVD2 Blu-Ray
CEC
Satellite

- Assign or change names of inputs appearing in the ***Activity*** menu.
- Turn the **Ant** input **On/Off** (to display/hide in the ***Activity*** menu).
- Delete unused HDMI inputs from the ***Activity*** menu.

Learn AVR

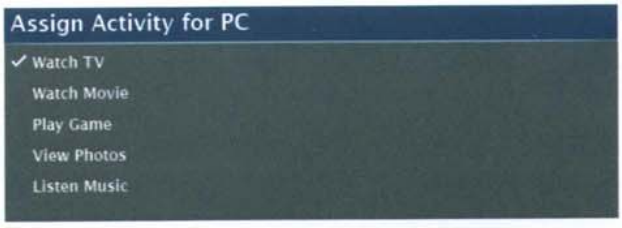
For complete setup instructions, see the owner's guide on the web.

(153 and 249 Series only)

HDMI Control CEC

Select **On** or **Off** to enable or disable the TV's control of a CEC-enabled device. See the owner's guide on the web for use of this feature.

Activity



- Customize the Activity menu choices for the current viewing input.
- Highlight the activity name and press ENTER.
- Not available from the Antenna input.

Lock

Controlling TV Usage

This feature restricts the access according to the U.S. based program ratings, the time of day or by the channels. Restricting the access using the non-U.S. based ratings (Alternate Rating System) can be setup from the 'Other' submenu.

- To setup the restriction or to watch TV during the restricted condition, a pass code is required.
- The pass code menu is displayed first whenever Lock is selected on the main menu.

Setting a Pass Code

- Input four-digit pass code using the number keys on the remote control.
- Press CANCEL to delete a number and move back one space.
- Press MENU or BACK to close the menu without setting a pass code.
- Press ENTER to set the pass code.
- If you forget the pass code: press the number 9 and **LAST** key on the remote at the same time.

Resetting a Pass Code

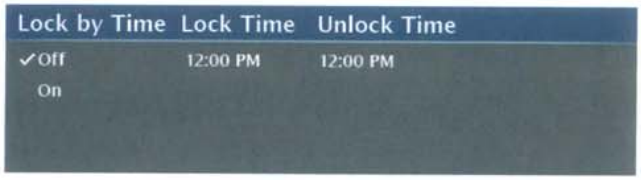
The old pass code is deleted when entering the Lock menu, and prompts you to enter a new pass code.

Parental

Lock by Program Ratings:

- Restricts access to the TV using U.S. ratings sent by the broadcasters.
- Lock applies only to ANT and composite jacks. Some signals do not contain rating information and will not lock.
- To lock for 24 hours, set the same time for Start Time and Stop Time.

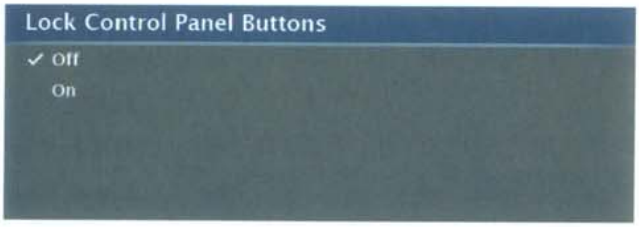
Time



Lock by Time:

- Blocks all use of the TV during the specified time period.
- Requires pass code to view during the locked time.

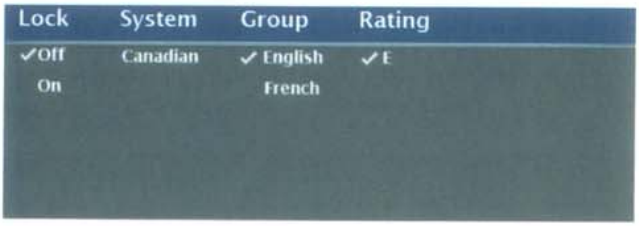
Panel



Lock Control Panel:

- Disables the buttons on the TV's control panel.
- Press and hold **ACTIVITY** button from the panel for about 10 seconds to unlock if the remote control is not available.

Other



Lock by Other Program Ratings:

- Restricts access using non-U.S. based ratings sent by broadcasters.
- Grayed out if the Other rating is not detected in the broadcasted signal.

Note: Other rating locks apply only to digital channels and signals received on the ANT.

Sound Projector

The TV's bank of speakers can be adjusted to reflect sound off the room walls to create a surround sound effect. Setup can be performed manually for all models, and /or automatically depending on your TV models.

Manual Setup Option

1. From the ***Initial > SoundPro*** menu, enter the room dimensions and layout information requested in the screen. Press ▲▼ to specify the value.
2. Highlight **Custom** and press **ENTER** to fine tune the direction and focus of the TV's sound output.

153 and 249 Series: *Select* ***Manual*** *option under* ***Mode*** *(refer to the page 16), for* ***Custom*** *button to be displayed.*

Adjusting Angles

1. Position yourself in your usual viewing location.
2. Press ▲▼ to select an audio beam.
3. Press ◀ ▶ to redirect the audio beam or change the sound level.

Custom Sound Projector menu

Center Angle	Sound to be equal in both ears.
Left Angle	Maximize the sound from the left.
Right Angle	Maximize the sound from the right.
Left Surround Angle	Adjust as if the sound comes from the left rear side, or same as that for **Left Angle**.
Right Surround Angle	Adjust as if the sound comes from the right rear side or same as that for **Right Angle**.

- To reset the beams, change the **TV Location** field.
- At extreme beam angles, the image on screen may not be accurate.

Adjusting Levels

1. Adjust **Center Level** to the mid level.
2. Adjust individual beam one at a time so that each one sounds about the same as the center level.
3. Check all sound levels by quickly switching between them using ▲▼.
4. Readjust individual levels in small increments.

Auto Setup Option (153 or 249 series only)

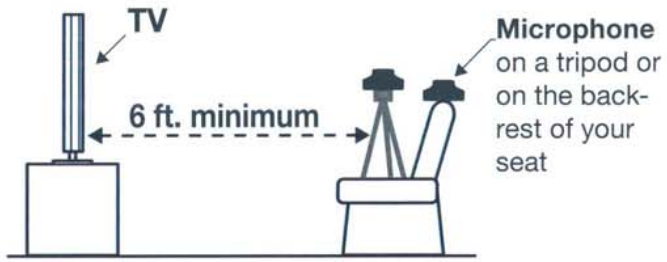
1. Plug the microphone into the left audio jack of the side panel (**INPUT 3**). If the microphone is not plugged in, the TV will not allow the **Auto** setup.
2. Set **Mode** to **Auto**. **START** is displayed in place of **Custom**. Highlight **START** and press **ENTER**.
3. Quietly exit the room right away as your presence will interfere with the calibration process.
4. Return to the room after the completion of setup.
5. Play some sample audio to check the sound quality.

Note: Do not perform manual adjustments after the Auto setup. Auto calibration data will be erased.

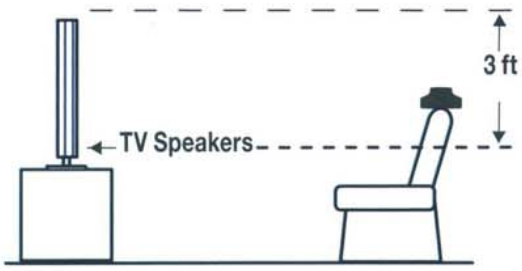
6. Store the microphone out of direct sunlight and away from heat.

Microphone Placement

- Place the microphone at least 6 feet away from the TV, centered in front of the TV.
- Place the microphone on a flat, level surface such as on a tripod or on the backrest of your seating.



- Place the microphone where yours ears would be when watching TV. Place it within 3 feet height from the TV Speakers.

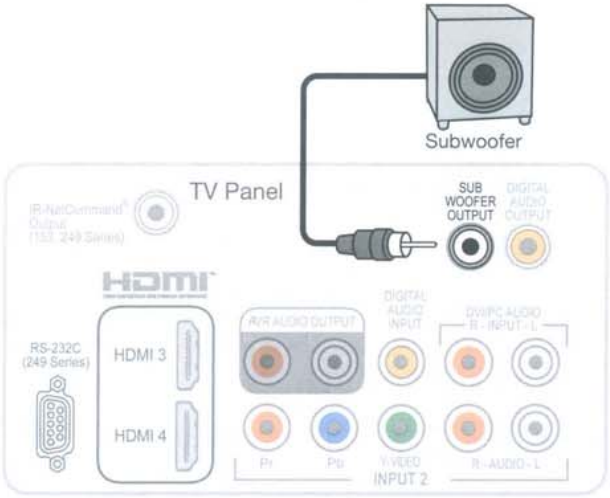


Subwoofer

Connecting with Subwoofer for Complete Audio

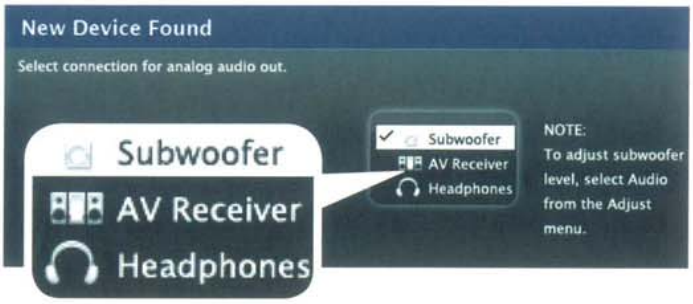
Required:

1. Audio cable with an RCA jack



Subwoofer Discovering

When the ***Auto Output Sensing*** > ***New Device Found*** screen displays, highlight **Subwoofer.**



Note: The subwoofer must be turned on before connecting to the SUBWOOFER OUTPUT jack.

Adjusting Subwoofer Level

1. Play sample video or music containing low-frequency bass sound.
2. Press **MORE** key and **AUDIO** key to display the **Subwoofer** option.
3. Press ▲▼ to **Subwoofer** is highlighted.
4. With **Subwoofer** set to **On**, press **ENTER** to display a slider for volume.
5. Press ◀ ▶ to adjust subwoofer volume to your preference.

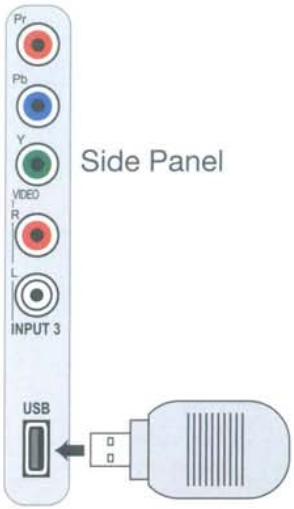
Resetting the Subwoofer Output Jack

1. Press **MORE** key and **AUDIO KEY** to display the **Subwoofer** option and change it to **Off.**
2. Power off the TV.
3. Disconnect the subwoofer from the TV.
4. Power on the TV.
5. Connect the device to the **SUBWOOFER OUTPUT** jack and the ***Auto Output Sensing*** > ***New Device Found*** screen will display.

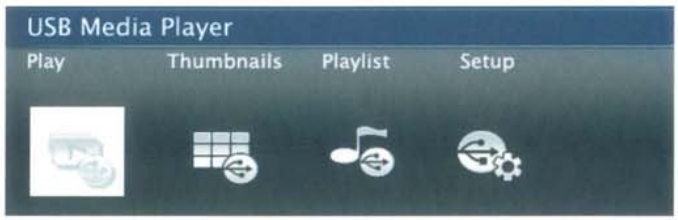
USB Media Player Menu

- The TV can display photo or music files from a USB device.
- Photos must be in JPEG format and music files in wma format.

1. Connect your USB drive to the TV's USB port located at the side panel.
2. The TV ignores all commands while reading files. Wait for icons to appear in the ***USB Media Player*** menu before activating menu options.
   Large files or high-capacity storage devices may take a long time to display.



Side Panel



Play a Slideshow or Playlist

Starts the slide show or starts playing music.

▶ or ENTER	Plays the slide show or playlist.
GUIDE	Rotates an image clockwise in 90° increments
INFO	Displays slide name or track name. Press **BACK** to clear.
⏸	Pauses a slide show or track
■	Stops a slide show or track.
◀◀ ▶▶	Displays the previous or next slide or track.

IMPORTANT

Always stop playback with ■ (STOP) or change to a different TV input before disconnecting your USB device.

Some pictures may not show on the TV.

Back up the data on your USB drive before connecting it to the TV. Mitsubishi is not responsible for any file damage or data loss.

Thumbnail and Playlist Menus

Displays picture thumbnails or a list of music files.

▲▼◀▶	Moves the highlight from item to item.
GUIDE	Rotates a thumbnail clockwise in 90° increments (thumbnail only).
▶ or ENTER	Plays the slide show or playlist starting with the highlighted item.
▶▶	Selects the last item on the current page.
◀◀	Selects the first item on the current page.
PAGE UP/DN	Displays the next or previous page of items.

Setup

Displays the USB Media Setup menu.

Display	You have the option to play music with the slide show (Slideshow + Music), Slideshow or Music only.
Slideshow	Select Auto or Manual for the slide show
For automatic advance only:	
Interval	Select the time interval for display of each slide. The actual interval time may vary as it may take longer for larger files.
Frequency	Select the number of times (frequency) to play the complete slide show and/or playlist: **Once, Twice, or Continuous.**

Notes on Using the USB Port

- Some images opened and resaved on a computer may not play back or display in the thumbnail list.
- Some manufacturers' devices may be incompatible with the TV. If the TV is unable to display your photos, you can:
  - » Transfer files to a different USB device.
  - » Use your digital camera's Y/VIDEO composite video output.

More Menu

The ***More*** menu enables you to access the additional functions from the remote.
Depending on which device the remote is setup to control, different functions are available.

- When the remote is setup to control the TV, the **AUDIO, VIDEO, SLEEP, FORMAT** and **MORE** keys are always available. The rest of keys are available only if they are Learned through the NetCommand (Refer to the full Owener's Guide for the NetCommand instruction).
- When the remote is setup to control the other devices, the **AUDIO** and **VIDEO** keys are not available.
- The **CC** function is only available when viewing Antenna input.

TV

Closed Caption	Turns closed captioning on and off
Video	Opens the video adjustment menu
Audio	Opens the audio adjustment menu
Sleep	Sleep Timer turns TV off after a length of time
Format	Picture shape (aspect ratio)

CABLE/SAT

Menu	Opens Cable or Satellite main menu
List	Opens channel list
On Demand	Opens on demand menu
A-D	

VCR

Menu	Opens VCR menu
Input	Switches device input
Sp/ Ep	Sets the recording speed (standard or extended play)

DVD

Top Menu	Opens DVD menu
Angle	Scrolls through multiple angles
DVD Audio	Opens the audio DVD menu
Subtitle	Opens Subtitle menu
Repeat	Repeats scene
Bonus View	Opens Bonus View menu
Setup	

AUDIO

Menu	Opens A/V Receiver menu
Input	Switches device input
Surround	Opens on surround sound menu
Night	Focuses angle of sound to one spot

NOTE:

- The remote control mode can be changed by using the **SIDE** button on the remote.
- Press the **SIDE** button until the Control Mode indicator at the top shows the desired device.
- Refer to the full Owner's Guide on the web for the ***More*** menu of CEC devices, and the NetCommand Instruction.

Troubleshooting

General TV Operation

	Symptom	Remarks
1.	The TV remote control does not work.	• Check that the batteries are fresh and installed correctly. • Check that the control mode on the remote is set to TV. • Be no more than 20 feet from the TV when using the remote control. • Program the remote control to operate the TV or other device. • Reset the remote control.
2.	When I try to use the remote control, the POWER key blinks five times.	Replace the batteries.
3.	TV does not respond to the remote control or to control-panel buttons and TV will not power on or off.	Unplug the AC power cord for 10 seconds. Press and hold the POWER button on the control panel for 10 seconds to perform system reset.
4.	When a device is selected from the Activity menu, the screen is blue or black (no signal source).	• Make sure the selected device is turned on. • Begin play of the device.
5.	You have forgotten your Lock menu pass code.	When prompted for the pass code, press the number 9 and (LAST) keys on the TV remote control at the same time. This process temporarily unlocks the TV.
6.	Rating restrictions are not working.	Open the Lock > Parental Lock menu and: • Verify that the ratings locks are active. • Check the Lock Time/Unlock Time to check if rating restrictions are disabled. • Rating restrictions apply only to content on the ANT input.
7.	On-screen displays appear each time you change a function.	Normal TV operation.
8.	I have turned on CEC for my HDMI devices but control is erratic and I wish to disable it.	• Turn off the TV's HDMI control for the specific device. Open the Inputs > HDMI Control menu, select the device, select Off. • Disable CEC on the device itself. See the device's instructions. • If the problem persists, do the following: **1.** Disconnect the device from the TV. **2.** Open the Inputs > Name menu, select the device and delete. **3.** Reconnect the device to the TV and Auto Input Sensing will recognize the device with CEC disabled.

TV Power On/Off

	Symptom	Remarks
1.	TV takes an excessively long time to power on.	When powered on, the TV needs time to boot up, just as a computer does.
2.	You cannot program the TV to turn on automatically (Timer function).	• The TV may be locked. • The clock may not be set.
3.	TV turned itself off and the light on the front panel started to blink.	• Momentary power fluctuation caused the TV to turn off to prevent damage. Power on the TV and wait for the lamp to illuminate. • If the TV does not stay on, press the POWER button on the control panel for ten seconds to perform System Reset. If this happens frequently, obtain an AC line power conditioner/surge protector. • An unusual digital signal may have been received, triggering a protection circuit. Power on the TV.
4.	TV will not power off.	Press the POWER button on the control panel for about ten seconds to perform System Reset.

Picture

	Symptom	Remarks
1.	Picture does not look like a high-definition picture.	Not all signals are high-definition signals. To receive high-definition programming from your cable or satellite provider, you must subscribe to the provider's high-definition service. Some over-the-air broadcasts are in high-definition and can be received with a high-quality antenna suited to your location.
2.	TV has sound but no picture.	Press and hold the POWER button on the control panel for 10 seconds to perform System Reset.
3.	There is a large black or gray rectangle on the screen.	The TV's analog closed captioning has been set to "text" mode in the Captions menu. Turn off because there is no text information being broadcast.
4.	You cannot view a picture when playing a VHS tape.	Check your VCR's owner's guide for further troubleshooting.
5.	VCR or DVD player's on-screen menus jitter up and down.	Stop playback. Possible cause: Many VCRs and DVD players provide on-screen menus at only half-resolution that may appear to jitter up and down.
6.	When viewing a stopped VCR, white lines are rolling on the screen.	• Turn off video mute for the VCR. • Begin playing the tape. • Change the VCR input to the antenna input.
7.	A color program appears as a black and white image, or the colors are dim, or the screen is black.	The PerfectColor color balance has been incorrectly set. Reset the PerfectColor balance.
8.	Picture from an HDMI input is noisy (poor quality).	• Try using a different HDMI cable. • If the signal is 1080p, upgrade a Category 1 (unmarked) HDMI cable to a Category 2 high-speed HDMI cable.
9.	The image from a computer appears distorted when viewed on the TV.	• Normal TV operation. The TV does not correct distortion in the picture from a computer because the correction process may cause the edges of the image to be cut off. • Press MORE key for the FORMAT menu to change dimensions.

TV Channels

	Symptom	Remarks
1.	The TV takes several seconds to respond to channel changes.	• It is normal for digital channels to take longer to tune in. • Press ENTER after entering a channel number to avoid delays. • Use a 4-digit number for an over-the-air digital channel. • Use a 6-digit number for digital cable channels if your cable service is able to recognize 6-digit channel numbers.
2.	You cannot access a channel.	• Use number keys instead of CHANNEL Up/Down. • Be sure the channel you want to view is in memory. • Check that the TV is switched to the correct device or the antenna for that channel by pressing the ACTIVITY key. • Make sure the Lock > Parent menu lock is set to Off. • If you cannot tune to a virtual digital channel even though the TV has already memorized digital channels, tune to the physical channel number used by the broadcaster. The virtual channel will then be automatically added to memory. • You may be trying to tune to an analog channel that is no longer broadcasting.
3.	When ChannelView list is displayed, information appears incomplete	• Program information is displayed only for channels tuned during the most recent power-on. • Available information is sent from the broadcaster or cable provider. No other data is available. • Make sure the TV clock is set correctly. • Press INFO to update the display for highlighted channel.

Sound

	Symptom	Remarks
1.	There is no sound even when the volume is turned up.	• Check if the MUTE button is on. • The TV's "Listen to:" setting may be set to SAP (analog program from the ANT input). • Check that the Speakers option is set to TV to hear sound from the TV speakers. Sound may be being sent to one of the audio outputs for an A/V receiver or headphones. • If using an A/V receiver, check that the Speakers option is set to AV Receiver to hear sound from the A/V receiver speakers. • Press and hold the POWER button on the control panel for 10 seconds to perform System Reset.
2.	The sound does not match the screen picture.	The TV's "Listen to:" setting may be set to SAP (analog program from the ANT input).
3.	The sound from my A/V receiver does not match the screen picture (I should hear the correct audio from my A/V receiver).	• Check that DIGITAL AUDIO OUTPUT and/or AVR AUDIO OUTPUT on TV's back panel is connected to the A/V receiver. Without this connection, devices connected only to the TV (and not the A/V receiver) can be heard only from the TV speakers. Note that this includes the ANT input, a device (such as a camcorder or MP3 files from a USB drive) connected to the front panel, and any other device sending audio to the TV only. • Input mode may be selecting unrecognized AV audio input. • Wrong NetCommand settings. See online Owner's Guide.
4.	Cannot select an audio-only device; it does not appear in the Activity menu.	Plug an unused video plug into the INPUT 3 **Y/VIDEO** jack to activate Auto Input Sensing and make the audio device selectable in the Activity menu.

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d. Notice. To obtain warranty service, you must notify an authorized MITSUBISHI service center of any defect within the applicable warranty time period.

BEFORE REQUESTING SERVICE, please review the TV owner's guide to insure proper installation and correct customer control adjustment. If the problem persists, please arrange for warranty service.

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a. Contact your nearest authorized MITSUBISHI service center whose name and address can be obtained from your MITSUBISHI dealer, by writing to the address provided below, calling MDEA at 800-332-2119, or using the support feature of our website at www.Mitsubishi-tv.com.

b. Warranty service will be provided in your home or, if required, at an authorized service shop, provided that your television is located within the geographic territory customarily covered by an authorized MITSUBISHI service center. If not, you must either deliver your television to an authorized service location at your own expense, or pay for any travel and/or transportation costs the service center may charge to and from you home. Actual service labor will be provided without charge.

c. Proof of purchase from an authorized MITSUBISHI dealer is required when requesting warranty service. Present your sales receipt or other document which establishes proof and date of purchase. THE RETURN OF THE OWNER REGISTRATION CARD IS NOT A CONDITION OF WARRANTY COVERAGE. However, please return the Owner Registration Card so that we can contact you should a question of safety arise which could affect you.

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Website:
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For questions, call Consumer Relations at

800-332-2119

To order replacement or additional remote controls or IR emitter cables:

Visit our website www.mitsuparts.com

or call

800-553-7278

SYSTEM RESET

If the TV does not respond to the remote control, control-panel buttons, or will not power on/off, hold power button for about 10 seconds.

The TV will take longer to power on after the system reset or AC on.

Setting changes you made most recently before the system reset, may be lost.

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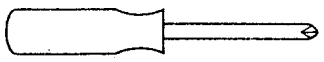
CTRIC

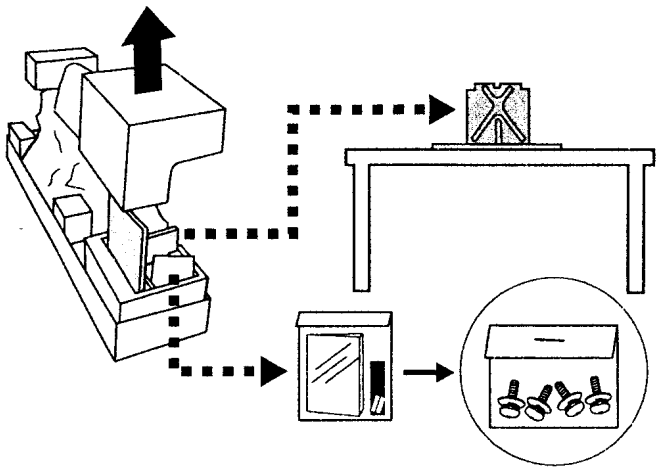
STAND INSTALLATION

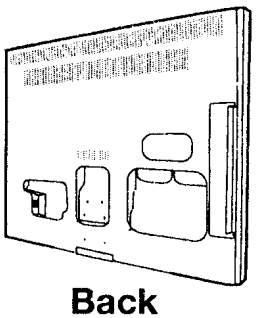
t Panel HDTV • 151 Series • 153 Series • 249 Series

Required:
Phillips Screwdriver



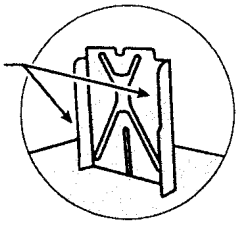
1



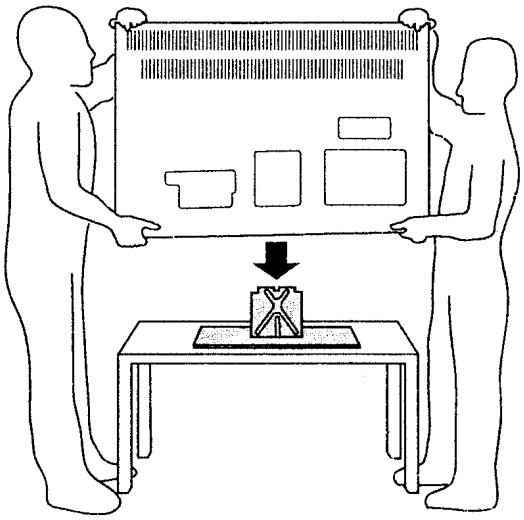


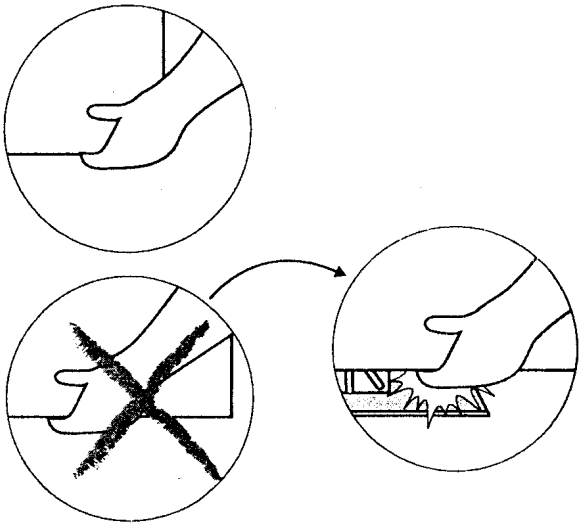
Back

Extension pieces on back of stand

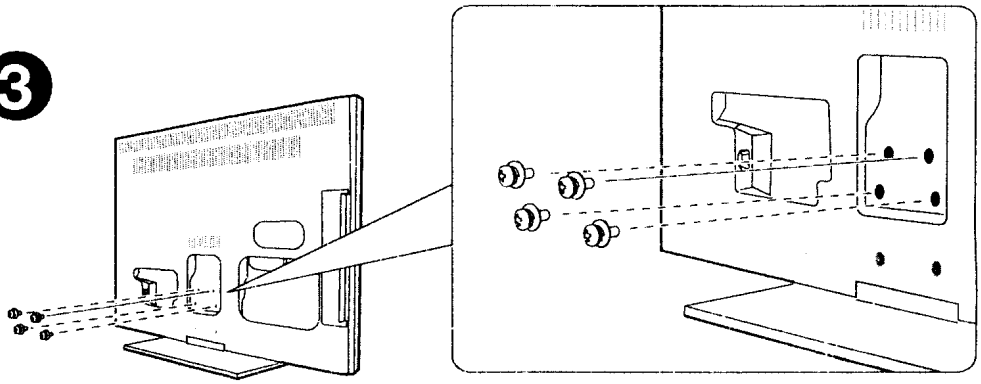


2





3



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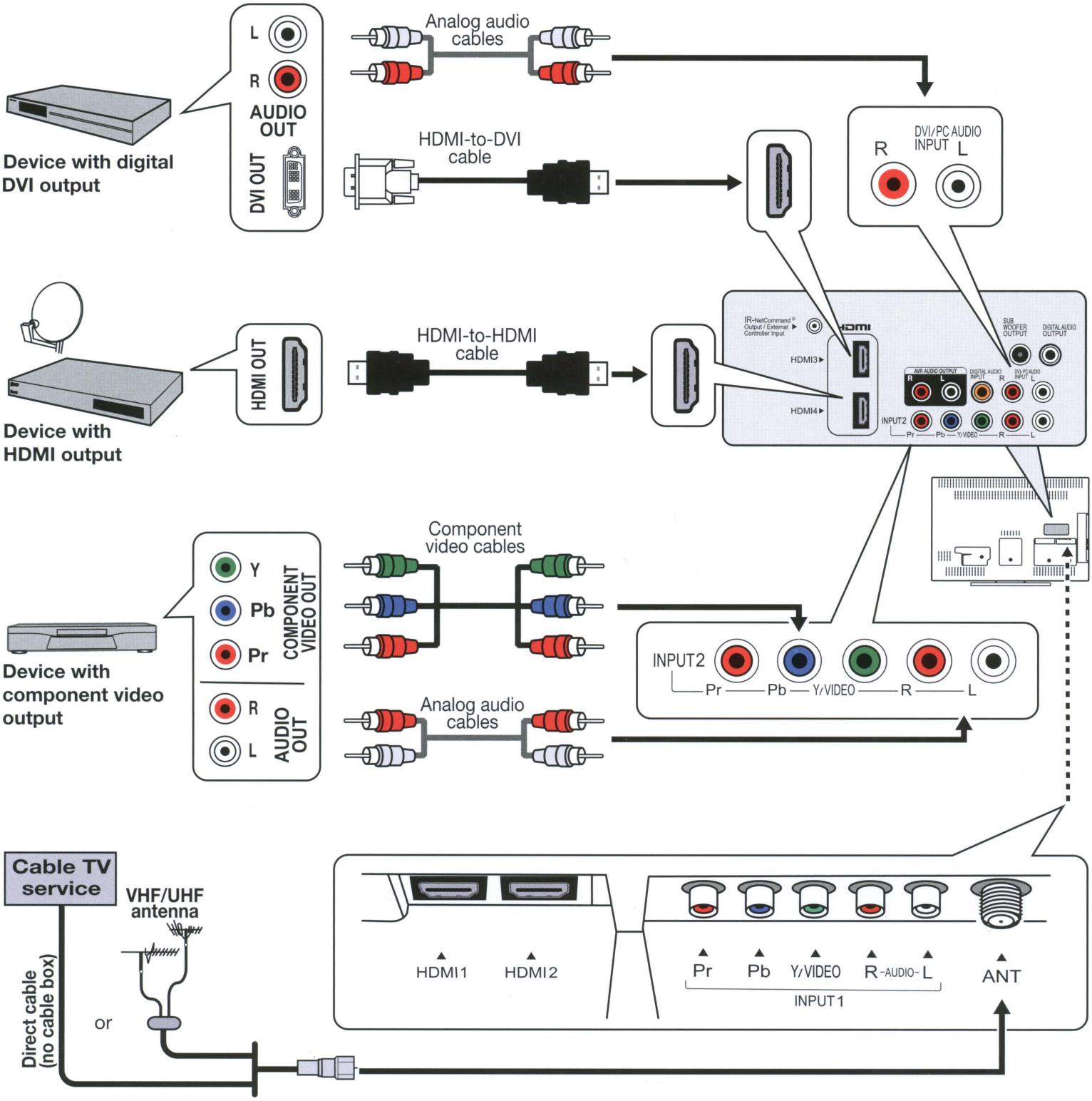
MITSUBISHI ELECTRIC HDTV Quick Setup Guide

Connecting HDTV Sources

Important: To view high-definition (HD) pictures you must use a high-definition programming source. Examples of high-definition sources are cable service with an HD cable box, satellite service with an HD receiver, a Blu-Ray disc player, an antenna, and direct cable service without a box.

Note: For some installations (e.g., wall-mounting), it may be most convenient to use the **INPUT 1** jacks. The **INPUT 1** jacks are located in the recessed area on the back of the TV. See the diagram at the bottom of the page.

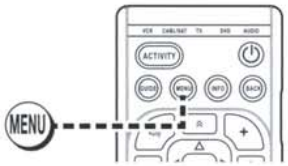


MITSUBISHI ELECTRIC HDTV Quick Setup Guide

Memorizing Channels on the ANT (Antenna) Input

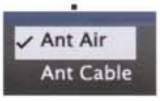
Save channels to memory with a channel scan to enable reception of HD digital channels. The scan will search for local channels available from an antenna or direct cable service (no cable box). If you skip this step, the TV will receive only analog channels.

1. Press **MENU**.



2. Press ▲▼ and ◄► to open the ***Initial > Channel*** menu. Press **ENTER**.

3. Select **Ant Air** if connected to an over-the-air antenna. Select **Ant Cable** for direct cable.



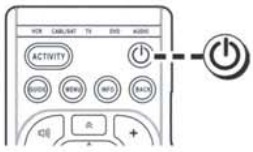
4. Highlight **Scan** and press **ENTER**. Wait for the completion message before continuting.

Setting Up Other Inputs

1. Connect your devices to the TV, making note of which TV input jack is used for each device.

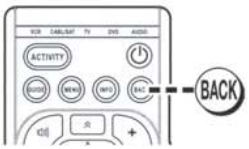
2. Power on all connected devices to ensure detection.

3. Power on the TV.



4. When the ***New Device Found*** menu displays, select the device type from the list if the device is not recognized automatically.

Sample New Device Found menu

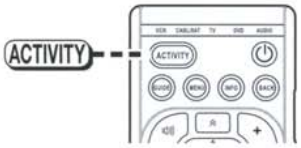


5. Press **BACK** to close the menu.

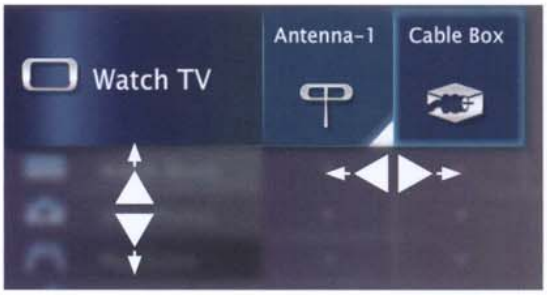
The TV will then display the ***New Device Found*** menu for the next connection it finds.

Selecting a Source to Watch

1. Press **ACTIVITY**.



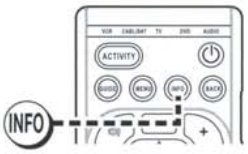
2. Press ▲▼ and ◄► to highlight a source.



3. Press **ENTER** to switch to the source.

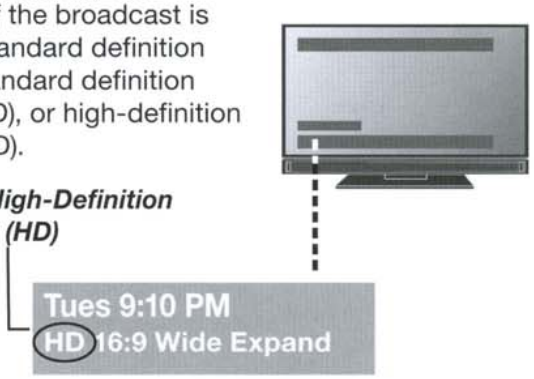
Identifying HD Broadcasts Received on the ANT (Antenna) Input

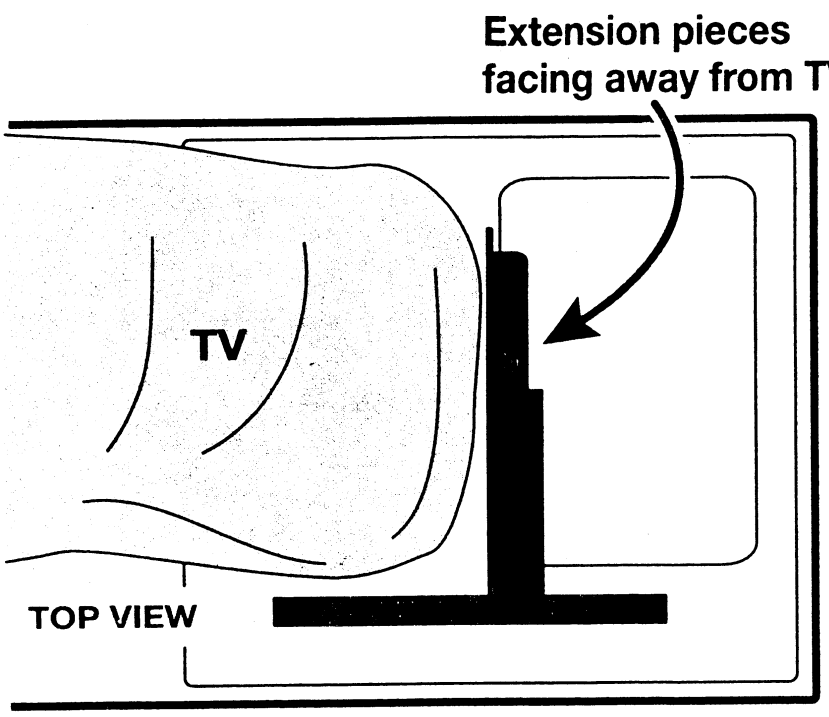
1. Press **INFO**.



2. The status display will indicate if the broadcast is analog standard definition (480i), standard definition digital (SD), or high-definition digital (HD).

Receiving a High-Definition Digital Signal (HD)



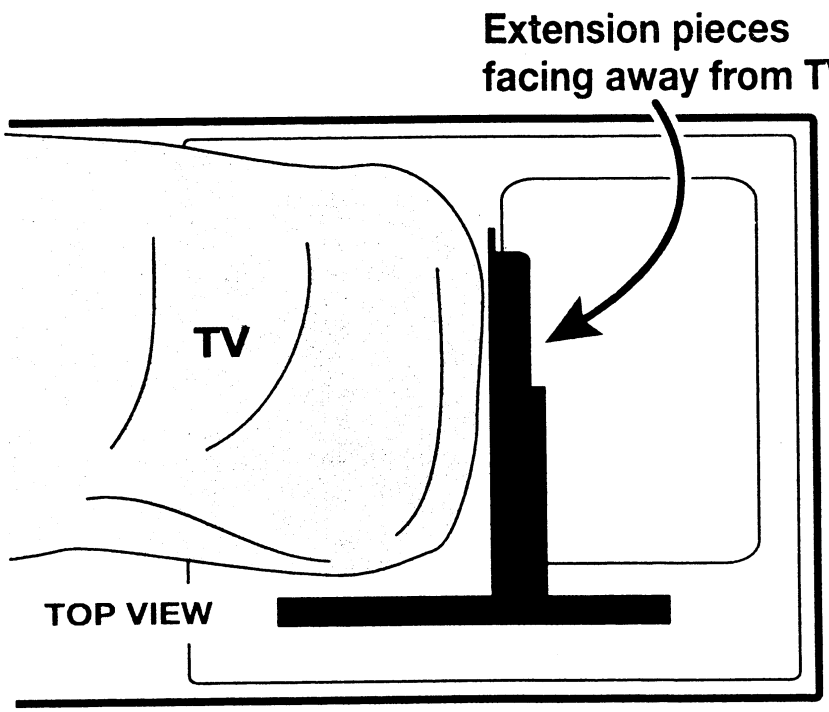


CAUTION

Repacking the Stand

To prevent TV damage, place stand in foam insert with extension pieces facing away from TV.

CAUTION



Repacking the Stand

To prevent TV damage, place stand in foam insert with extension pieces facing away from TV.

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MITSUBISHI ELECTRIC

vudu

ACTIVATE YOUR VUDU™ ACCOUNT AND STREAM 1080p HD MOVIES RIGHT TO YOUR MITSUBISHI HDTV*

Extensive on-demand HD selection, featuring full 1080p and 5.1 surround sound.

Hollywood's latest hits and classics – never out of stock.

Available directly on your TV – no store visits, no mailing, no late fees and no subscription.

Access popular internet content through VUDU™ Labs.

Setup instructions on reverse side.

* VUDU™ Home Entertainment Services are the sole responsibility of VUDU™, Inc. Mitsubishi Digital Electronics America, Inc. has no control over any services or any agreement you reach with VUDU™, Inc. For further explanation, please refer to the Network Service Disclaimer that came with your Mitsubishi HDTV.

For information on your VUDU™ account, please refer to the Terms of Service Agreement found at www.vudu.com

ENJOYING VUDU™ IS FAST AND EASY.

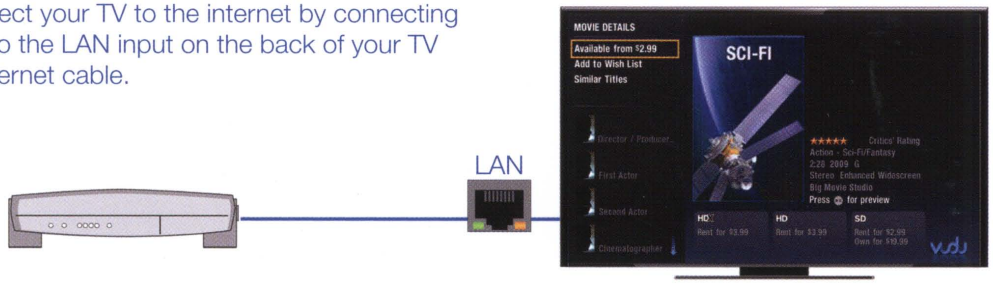
To start using VUDU™, make sure your TV is connected to the Internet, then:

1) Turn on TV
2) Press the ACTIVITY key on the remote
3) Scroll down to "Watch Movie"
4) Highlight the VUDU™ icon Press ENTER on the remote
5) You can browse the VUDU™ catalog and service, including the web applications under VUDU™ Labs
6) When you first rent or buy a movie, you will be prompted to activate your VUDU™ account.

You can connect your TV to the internet using a wired or wireless configuration:

WIRED CONFIGURATION:

Simply connect your TV to the internet by connecting your router to the LAN input on the back of your TV using an ethernet cable.

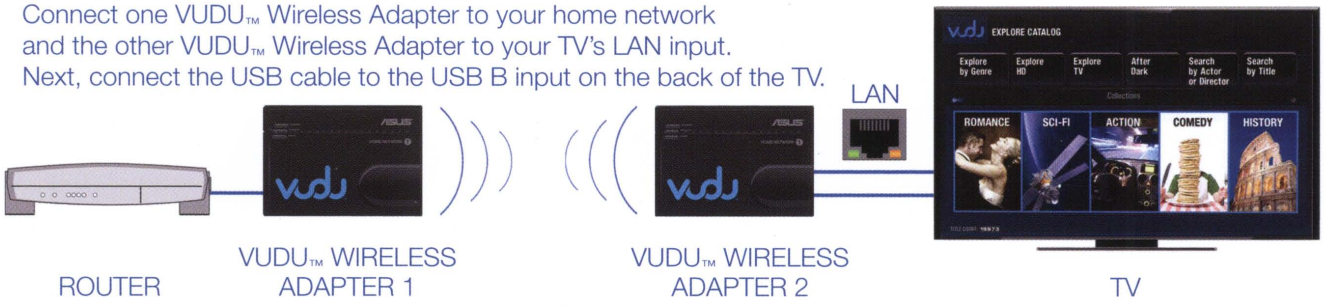


OR

You can establish a wireless connection using VUDU™'s Wireless Kit available for purchase at www.vudu.com

WIRELESS CONFIGURATION:

Connect one VUDU™ Wireless Adapter to your home network and the other VUDU™ Wireless Adapter to your TV's LAN input. Next, connect the USB cable to the USB B input on the back of the TV.



To Enjoy VUDU™, you will need a Broadband internet connection:
Standard Definition Movies – 1 Mbps or higher
High Def Movies – 2.25 Mbps or higher
HDX Movies – 4.5 Mbps or higher

If your internet connection is slower than the minimum required speed, you may experience viewing difficulties.

For more information please refer to your owner's guide.

If you are having trouble connecting your TV or accessing internet applications, contact Mitsubishi Customer Care at 1-800-332-2119.
If you are having difficulty with your VUDU™ account, contact VUDU™ Customer Care at www.vudu.com/support.

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Part #: 853B720A10

MITSUBISHI ELECTRIC
vudu

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IRVINE, CA 92618-1904

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DENVER CO 80217-4268

MITSUBISHI ELECTRIC

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IMPORTANT!

REGISTER NOW TO PROTECT YOUR INVESTMENT!

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WE CAN CONTACT YOU IN CASE OF RECALL OR TO COMMUNICATE IMPORTANT INFORMATION.

WE MAY ALSO SEND YOU SPECIAL OFFERS ON MITSUBISHI PRODUCTS.

OR REGISTER ON-LINE AT: WWW.PRODREGISTER.COM/MITSUBISHI

IMPORTANT! Register your product NOW

Registering is easy. Just fill out the form below to be notified of important product updates and special offers.

Or register online at: WWW.PRODREGISTER.COM/MITSUBISHI

1. 1. ☐ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First name **Initial** **Last name**

Street **Apt.**

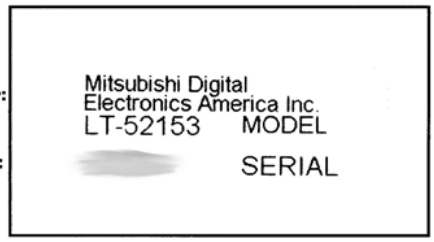
City **State/Province** **Zip/Postal code**

E-mail address

IAL01

2.A. Model number:

B. Serial number:



(Please refer to outer carton or back panel of product for model and serial number.)

3. Telephone number:

( ) –

4. Your date of birth: /

Month Year

5. Marital status: 1. ☐ Married 2. ☐ Single

6. Date of purchase:

/ /

Month Day Year

7. Name of store where purchased:

8. A. Do you have plans to purchase another 40" or larger TV?

1. ☐ Yes 2. ☐ No

B. If yes, will you be making this purchase in the next:

1. ☐ 6 months 3. ☐ 18 months
2. ☐ 12 months 4. ☐ 24 months

9. Did you purchase an extended warranty at the store?

1. ☐ Yes 2. ☐ No

10. What products will be connected to your Mitsubishi purchase?

01. ☐ Cable box
02. ☐ Satellite receiver
03. ☐ DVD player
04. ☐ Blu-ray player
05. ☐ HD-DVD player
06. ☐ Antenna
07. ☐ Surround sound speakers
08. ☐ A/V receiver
09. ☐ Camcorder
10. ☐ Video game
11. ☐ Computer
12. ☐ DVR

11. Do you plan to enhance your Mitsubishi purchase by acquiring any of the items below?

01. ☐ Cable box
02. ☐ Satellite receiver
03. ☐ DVD player
04. ☐ Blu-ray player
05. ☐ HD-DVD player
06. ☐ Antenna
07. ☐ Surround sound speakers
08. ☐ A/V receiver
09. ☐ Camcorder
10. ☐ Video game
11. ☐ Computer
12. ☐ DVR

12. Prior to making this purchase, which of the sources below did you reference?

1. ☐ Consumer reports
2. ☐ cnet.com
3. ☐ MSN tech and gadgets
4. ☐ Mitsubishi-tv.com
5. ☐ Yahoo/Google search
6. ☐ Customer reviews
7. ☐ Bestbuy.com

13. *Not including yourself*, what is the GENDER and AGE (in years) of children and other adults in your household?

1. ☐ No one else in household
2. ☐ Child under 1 year

Male	Female	Age	Male	Female	Age
1. ☐	2. ☐	yrs.	1. ☐	2. ☐	yrs.
1. ☐	2. ☐	yrs.	1. ☐	2. ☐	yrs.

14. Occupation/Employment status: (check all that apply)

	You	Spouse
Professional/Technical	☐ 01.	☐
Upper management/Executive	☐ 02.	☐
Middle management	☐ 03.	☐
Sales/Marketing	☐ 04.	☐
Clerical/Service worker	☐ 05.	☐
Tradesman/Machine operator/ Laborer	☐ 06.	☐
Teacher/Educator	☐ 07.	☐
Healthcare - Physician/Nurse/ Other	☐ 08.	☐
Homemaker	☐ 09.	☐
Military	☐ 10.	☐
Retired	☐ 11.	☐
Self employed/Business owner	☐ 12.	☐
Work from home office	☐ 13.	☐

15. Which group describes your annual family income?

01. ☐ Under $15,000
02. ☐ $15,000-$19,999
03. ☐ $20,000-$29,999
04. ☐ $30,000-$39,999
05. ☐ $40,000-$49,999
06. ☐ $50,000-$59,999
07. ☐ $60,000-$74,999
08. ☐ $75,000-$99,999
09. ☐ $100,000-$124,999
10. ☐ $125,000-$149,999
11. ☐ $150,000-$174,999
12. ☐ $175,000-$199,999
13. ☐ $200,000-$249,999
14. ☐ $250,000 & over

16. Level of education: (check highest level completed)

1. ☐ Completed high school
2. ☐ Completed college
3. ☐ Completed graduate school

17. For your primary residence, do you:

1. ☐ Own? 2. ☐ Rent?

18. What type of internet access do you use at home?

1. ☐ Dial-up
2. ☐ Cable
3. ☐ DSL
4. ☐ Other broadband (e.g. fiber optic, wireless Wi-Max)
5. ☐ Satellite

19. When new products that have the latest technologies appear on the market, do you or someone in your household:

1. ☐ Tend to buy such items as soon as they are available?
2. ☐ Tend to wait until the item has been around for a while before buying?

20. To help us understand our customers' lifestyles, please indicate the interests and activities in which you or your spouse enjoy participating on a regular basis.

Home Life

01. ☐ Grandchildren
02. ☐ Home improvement/Do-it-yourself
03. ☐ Gardening
04. ☐ Own a dog
05. ☐ Own a cat

Leisure

06. ☐ Cultural/Art events
07. ☐ Avid book reading
08. ☐ Bible/Devotional reading
09. ☐ Gourmet cooking/Fine foods
10. ☐ Wines
11. ☐ Art/Antique collecting
12. ☐ Stamp/Coin collecting
13. ☐ Crafts
14. ☐ Sewing/Needlework/Knitting

Travel

15. ☐ Airline club/Frequent flyer
16. ☐ Travel in USA
17. ☐ Foreign travel
18. ☐ Cruise ship vacations
19. ☐ RV vacations
20. ☐ Casino gambling

Investing and Money

21. ☐ Shopping by catalog/mail order
22. ☐ Shopping by internet
23. ☐ Use credit cards regularly
24. ☐ Donate to charitable causes
25. ☐ Investments/Money making opportunities
26. ☐ Contests/Sweepstakes

Great Outdoors

27. ☐ Hunting/Shooting
28. ☐ Fishing
29. ☐ Camping/Hiking
30. ☐ Wildlife/Environmental issues
31. ☐ Boating/Sailing

Sports, Fitness & Health

32. ☐ Physical fitness/Exercise
33. ☐ Walking for health
34. ☐ Health/Natural foods
35. ☐ Dieting/Weight control
36. ☐ Self-improvement
37. ☐ Golf
38. ☐ Biking
39. ☐ Snowboarding/Snow skiing
40. ☐ NASCAR

Thanks for taking the time to fill out this questionnaire. Your answers will be used for market research studies and reports. They will also allow you to receive important mailings and special offers from a number of fine companies whose products and services relate directly to the specific interests, hobbies, and other information indicated above. Through this selective program, you will be able to obtain more information about activities in which you are involved and less about those in which you are not. Please check here if, for some reason, you would prefer *not* to participate in this opportunity. ☐

Failure to return this card will not diminish your warranty rights.

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Please fold in half and seal with tape. Do not staple.